

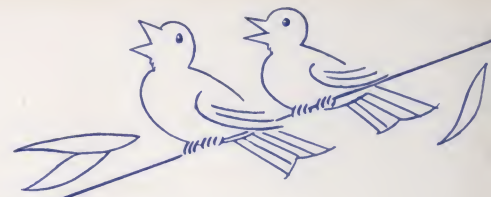
"It's in the air!"
A BETTER WORLD IN WHICH TO LIVE AND WORK



GENERAL ELECTRIC  AIR CONDITIONING



Spring is in the Air!



THE instinctive wisdom of the northern races knew, long before science confirmed the fact, that the essential qualities which make Springtime joytime, are air conditions.

Even the city dweller who never sees a crocus or a robin, knows just as surely as anybody when Spring has come, and expresses it in the same true words: Spring is in the air!

For hundreds of years in poetry and in song men have praised the mild and genial warmth, the freshness and sunshine, the caressing softness of Spring breezes, and next to Eternal Youth mankind has instinctively voted Eternal Spring as the greatest happiness which man could have.

Science and engineering are always trying to make man's dreams come true. This universal yearning for the air conditions which characterize Spring and prove so stimulating and so pleasurable to young and old must be based on the fact, the scientist reasons, that those conditions

permit the human body to function most efficiently.

So air conditioning is merely the art of maintaining indoors the same stimulating, pleasurable temperature, humidity, freshness and cleanness and gentle air movement which we otherwise get only outdoors for a few short weeks in Spring.

The human body is a marvelous machine which can adjust itself, if it must, to a wide range of conditions. But science knows now that like any other machine, the human body can be operated wastefully, so that its daily production of useful energy is reduced, and its useful life is shortened.

Science states that all extremes are harmful—and that all bodily discomforts are warning that something is wrong!

We know that general health is highest, that respiratory diseases are lowest, that mankind finds its greatest zest in living, when Nature's own air conditioning is most efficient—when Spring is in the air.





“How is the air treating you today?” —a sensible greeting

AIR is the master key of human life. Every day we consume more than 30 pounds of it, or ten times as much air as food. Men have fasted for a month and lived without water for a week—but no human can live for five minutes without air.

The most important factor affecting human comfort is the condition of the air around us. Every minute of our lives from the cradle to the grave, awake or asleep, we are reacting to air conditions.

Before civilization gathered man into cities and brought most of his activities indoors, man had fresh, clean, circulating air. It might be too hot or too cold some of the time—but even then he could adjust himself to conditions fairly well.

Modern man cannot do so. He cannot fight summer's heat with inactivity nor can he move around and offset the winter's cold with brisk, blood-warming action. He cannot always go naked or wrap himself in heavy clothes to meet temperature changes.

In order to attain the luxury of heat in winter he seals up and insulates his buildings so effectively that the air within becomes dry, stale and stagnant, and when he opens the windows in summer he gets dust and dirt and drafts or else he gets heavy humid heat which saps his vitality.

With air conditioning, modern, civilized city-dwelling man faces and solves the problem which he himself created. He solves it by making his own ideal air environment indoors where he spends the better part of all his life.

He no longer needs to live and work uncomfortably, unhealthfully and inefficiently in an air environment too hot or too cold, too moist or too dry, too stagnant or too drafty. Now he can have G-E Air Conditioning, which filters and circulates warm, properly humidified air in winter and cool, dry air in summer. It is an ever vigilant monitor of comfort and health.



Air Conditioning Is Nature's Own Recipe for a Universal Tonic

THERE should be no mystery about air conditioning. Nature, herself, wrote the prescription in plainest terms. The change from winter's cold into the genial warmth of spring's breezes, and from the summer's heat into the stimulating freshness of the cool dry mountain air are Nature's own ideas on air conditioning, and for thousands of years men have responded to these air conditions with new joy in living, renewed health and new vigor for all the affairs of life.

Practical, efficient air conditioning got its start in the business world. In theatres, restaurants and department stores wherever large numbers of people congregate, it is absolutely necessary to find some means of keeping them comfortable. Air conditioning based on scientific knowledge and competent engineering has become a business necessity.

The business world has been quick to see that customer comfort through air conditioning—and especially summer comfort cooling—brings more customers, sales and profits to all types of business.

In offices air conditioning so greatly promotes the bodily comfort and hence the morale and efficiency of executives and other workers, that thousands of installations are being made.

The air-conditioned, summer-cooled home attains truly civilized comfort and well-being. But even more important than relief from daytime heat and humidity is the cooling of bedrooms at night, enabling everyone to sleep soundly and refreshingly the whole night through, and wake up rested and prepared to face the day's tasks with new energy.

Today practical systems built and sponsored by General Electric bring modern, scientific air conditioning within the reach of even the small store, the single office and the home, and make available installations for either year 'round or summer service.



Air Conditioning Equipment Backed by General Electric Research and Resources

AIR conditioning may rightly be divided into three types—summer air conditioning, winter air conditioning and year 'round air conditioning.

True *summer* air conditioning requires that the air be

1. Reduced in temperature when too warm
2. Reduced in humidity when too moist
3. Circulated without drafts
4. Cleaned of dust and dirt

True *winter* air conditioning requires that the air be

1. Warmed when too cold
2. Humidified when too dry
3. Circulated without drafts
4. Cleaned of dust and dirt

Complete, year 'round air conditioning must combine all the functions of *summer* and *winter* air conditioning. In addition, all of these three types of air conditioning should provide for the introduction of the proper amount of filtered outdoor air for ventilation when necessary.

In making its contribution to human health, comfort and happiness, through air conditioning, General Electric has been able to advance the art to a new stage of perfection because of long years of experience in the component phases of the art of air conditioning. For instance:

To produce air movement and circulation a fan or blower is necessary.

General Electric engineers have been studying fans for decades; they have made a thorough study of the design of duct systems for air distribution; and from its world-famous Research Laboratories has come a new type of fan—one which can handle more air with less noise than any other fan of similar size and speed.

To cool and dehumidify the air, a refrigerating machine and cooling surface are necessary.

General Electric has been perfecting automatic refrigeration for thirty years; today this experience finds expression in G-E Commercial Refrigeration, the famous G-E Refrigerators and Air Conditioning.

To warm the air, heating coils must be supplied with steam or hot water.

General Electric engineers have been studying heat engineering for forty years—in the design of steam turbines, in dissipating electrical losses in the form of heat, and in the development of the G-E Oil and Gas Furnaces for automatic heating of buildings.

To humidify the air, a carefully designed humidifier is necessary.

General Electric engineers have designed their own humidifiers to give minimum water consumption and maximum freedom from attention.

To clean the air, filters must be used.

General Electric engineers have selected the filters used in G-E air conditioners on the basis of their own exhaustive tests.

All of the above elements of an air conditioning plant or unit must be automatically governed by a coordinated system of electrical controls.

General Electric's experience in electrical control

building is as old as the Company itself.

In the design of air conditioning products there are many problems which require laboratory analysis.

The General Electric Research Laboratories stand by, ready to find the solution of special problems and to lend their assistance when finished designs are being tested and checked for performance.

As a final testing laboratory in which the functioning of G-E Air Conditioning equipment and the reactions of human beings and their health and comfort might be under observation 24 hours a day the year 'round, General Electric

maintains an Air Conditioning Proving Home. It is a typical, modern home, occupied by a G-E engineer and his family, and is characteristic of the thoroughness of G-E testing, which demands that General Electric products must prove themselves not only in the laboratory, but under the operating conditions to which they will be put in customer service.

The House of Magic and the Home of Proof have made G-E Air Conditioning equipment the most advanced, dependable design you can buy.

Out of the House of Magic

The General Electric Research
Laboratories and Factory at
Schenectady.



Into the Home of Proof

The G-E Air Conditioning Proving Home in Schenectady where indoor weather is studied under actual living conditions.



Through These And Many
Other Units* G-E Provides
Simple, Practical, Dependable
Air Conditioning For Homes,
Offices, Stores And All
Business Places.

*See inside back cover for
detailed specifications.



Type LA-5 G-E Oil Furnace
for economical automatic
home heating. Comes in two
sizes.



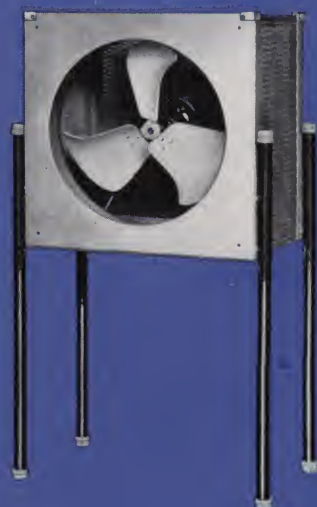
Type FC-1 G-E Portable
Room Cooler has self-con-
tained condensing unit and
is mounted on wheels for easy
moving.



Type AC-1 G-E Air Con-
ditioner for radiator heat-
ed homes. Circulates,
cleans and humidifies the
air.



Type RK G-E Gas Furnace for
automatic home heating. Comes
in a number of sizes and types.



Type HV-1 G-E Air Ciren-
lator for attic installation.
Ventilates the entire house
and helps keep it cool in
summer.



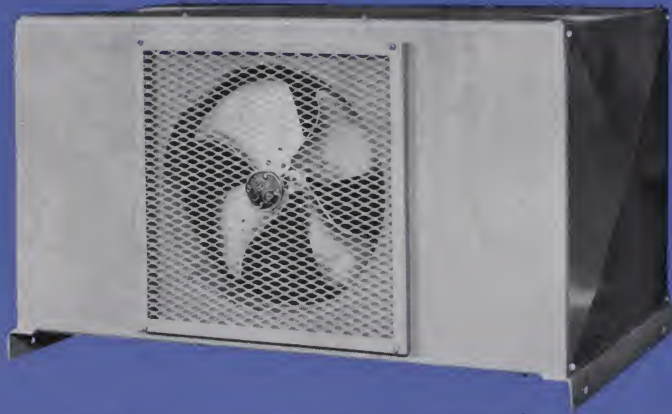
Type AA-3 G-E Central Plant Air Con-
ditioner for winter and summer air
conditioning of new homes and warm
air heated homes. Heating supplied by
either G-E Oil Furnace or Gas Furnace.



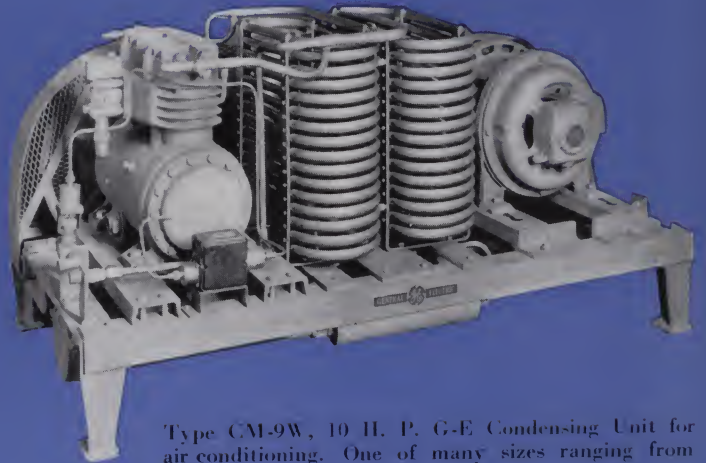
Type AG-1 G-E Floor Mounted Room Cooler circulates, cools and dehumidifies the air, when connected to a G-E Condensing Unit. Comes in two sizes.



Type AG-4 G-E Wall Mounted Room Cooler performs the same functions as the Floor Mounted.



Type AG-12 G-E Store Cooler for commercial applications. Cools, circulates and dehumidifies the air.



Type CM-9W, 10 H. P. G-E Condensing Unit for air conditioning. One of many sizes ranging from 1 to 20 horsepower.



Type FR-1 G-E Room Air Conditioner performs all the functions of the year 'round air conditioning, plus ventilation. Has self-contained condensing unit.



Type AD-4 G-E Room Air Conditioner for connection to remote condensing unit. Comes in two sizes and performs same functions as Type FR-1.

The Air Conditioned Office Stimulates Everybody from President down



AMERICAN business is progressive because it demands alertness and initiative of its executives and efficiency of its employees. But neither executives nor employees can transcend the limitations which air conditions place upon human functioning.

The modern air conditioning of executive offices and of general offices is now recognized as a practical necessity, a part of the working equipment as important as lighting, desks or telephones. More work is done, fewer errors are made when men and women can work comfortably.

Temperature, humidity and air cleanliness and circulation have long been recognized as prime essentials—both physiological and psychological—in office efficiency. But without air con-

ditioning it is practically impossible to control any of the four factors either winter or summer.

In large cities dust, dirt and noise are always a problem, especially in summer. The clean filtered air which G-E air conditioning provides, with windows closed, eliminates all of this annoyance and reduces the expense of cleaning.

Many an executive office, beautifully and even luxuriously furnished at great cost, is hot and uncomfortable in summer. Summer cooling or complete air conditioning costs less and accomplishes more in comfort and happiness than elaborate furnishings.

Air conditioning makes it possible to provide every day in the year the ideal working conditions in private and general offices.



Executive Office Air Conditioning Keeps the Business Battery Super-Charged

THE functions of the executive are initiative and poised judgment—he is both the battery and the balance wheel of his department or institution.

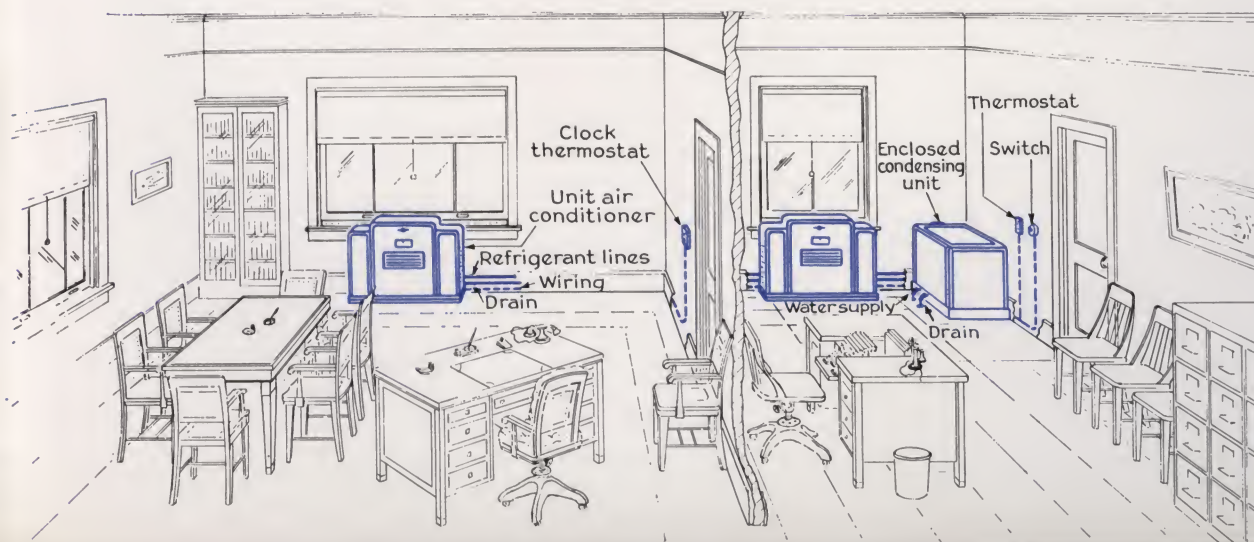
Bodily comfort in a properly conditioned air environment is essential for the executive who is to be cool and confident instead of hot and bothered when important decisions of policy must be made or new projects initiated.

But that is only the negative aspect. On the positive side air conditioning provides a stimulating atmosphere in which a man breathes freely and deeply. The brain is quickened, thinking is buoyant and confident, and routine tasks are met and disposed of promptly in an eagerness to get at the important things.



A modern G-E Air Conditioner in a modern office, makes for more and better work, plus health protection.

In an office which is air conditioned the year 'round, the executive has fewer colds and his general health is better all the year 'round. He is on the job every day he need be.



G-E Room Air Conditioners in offices. Condensing Unit may also be located in a closet or other out-of-the-way place.

4 o'clock and the Day's Work Done— then Golf and no Guilty Conscience

SUMMER months are notoriously unproductive for executives.

In an air cooled office six hours of comfortable, efficient work accomplishes as much as, or even more than, eight hours of misery in the hot and humid atmosphere of the old fashioned office during warm weather.

G-E room cooling converts the dreaded office hours into pleasant, profitable periods of real accomplishment. Instead of struggling vainly to get something done, the executive who has a modern summer cooled office finds his desk top clear and an hour or two of extra daylight available for a refreshing round of golf, or for puttering in the garden, or a short spin and a swim before dinner.

The summer cooling of business offices simplifies the business man's summer program, keeps efficiency at Spring levels, and permits end-



A self-contained G-E Air Conditioner provides year 'round health and comfort in this executive office.

of-the-day and week-end activities that are pleasurable and restorative because they need not involve neglect of duties.

G-E room cooling equipment can be installed easily and economically anywhere—and the operating cost is surprisingly low. As a matter of fact the gain in executive efficiency would justify its installation if it cost several times as much as it does.

A modern office, with modern furniture and modern G-E Air Conditioning.





Banish the Smoke-filled Atmosphere • • • Have Fresh, Invigorating Air!

A DOZEN men smoking furiously in a committee room could not produce that "committee room haze" if G-E Air Conditioning were installed. When a room fills with smoke it means just one thing—the air in that room is stationary and stagnant. The smoke makes the fact visible—but the air without the smoke would be practically as bad.

The hot, humid, lifeless air of mid-summer can be combatted successfully only by modern G-E summer cooling. In properly cooled offices there is always adequate air circulation and ventilation and the air is fresh, cool and

dehumidified—it has been made exactly right for physical comfort.

Summer cooling is also a part of year 'round conditioning. With year 'round conditioning the maximum of comfortable, healthful, efficient working conditions is attained twelve months in the year.

Complete air conditioning makes the office or conference room comfortable for large groups, regardless of summer heat or winter cold; eliminates stuffiness, drafts and uncomfortable variations of temperature and humidity.

Recipe for Decisive Conferences and Successful Board Meetings



A G-E Central System of year 'round air conditioning keeps the air clean and healthful in the Board Room of this bank.

THE heat liberated by a normal human body in one hour would be enough to bring three pints of water to a boil. In that same hour the body evaporates a quarter of a pint of perspiration into the atmosphere.

These facts explain the heated, stuffy, devitalized atmosphere which usually pervades the conference room. Even though the weather outdoors may be mild, this large generation of heat and moisture by the occupants of the room soon raises temperature and humidity to a point where it is stifling indoors.

Conferences are difficult in such an atmos-

phere. Smoke hangs heavy in stagnant air. Clothes become sticky with perspiration. Headaches come on and interfere with thought. These are impediments to rational discussion and need no longer exist in the modern conference room.

Air conditioning of these rooms, not only in summer but all year 'round, results in meetings that are brisker, discussions more pointed, decisions more definite. Opposing viewpoints are given more thorough consideration and better appreciated. There's no question about it—G-E Air Conditioning is an urgent necessity in the conference room.

A Cool, Comfortable Reception Room Is More than a Courteous Gesture

FOR the professional man—the lawyer, the doctor, the oculist, the dentist or anyone who caters to the public—a comfortable reception room is good business. Nobody likes to wait for attention or service that he expects to pay for. An air conditioned reception room in which waiting clients or patients can be comfortable is a courtesy that goes a long way to offset the size of the fee and make professional relations pleasanter.

Modern business as well as professional service provides courteous reception room service as a matter of good business policy. Summer cooling of reception rooms seems to shorten the wait, puts patrons and visitors at ease and marks the service or business as modern and friendly.

In these days when all businesses are alert to cultivate the best possible "public relations," summer cooling or year 'round air conditioning of reception and waiting rooms is an important yet inexpensive factor.



Waiting guests find waiting a pleasure in this G-E Air Conditioned reception room.



Patients become less tense in the G-E Air Conditioned reception room of a doctor or dentist.

Customer Comfort Writes a New Code for Competition



Drug stores are rapidly turning to air conditioning as being as necessary as good electric lighting and attractive fixtures.



G-E Air Conditioning offers to the wide awake retail merchant a new and powerful trade magnet.

FIFTY years ago a great merchant prince initiated a new principle in retailing—*"the customer is always right."* In place of suspicion he put confidence. Today retail business all over the country moves ahead to a new principle—*"make patronage pleasurable."*

Merchants are beginning to realize that a comfortable customer selects merchandise more quickly, buys more freely and confidently than a tired, uncomfortable customer. Air conditioning that keeps the atmosphere of the establishment not only comfortable, but stimulating, not only attracts more customers but increases the average sale per customer.

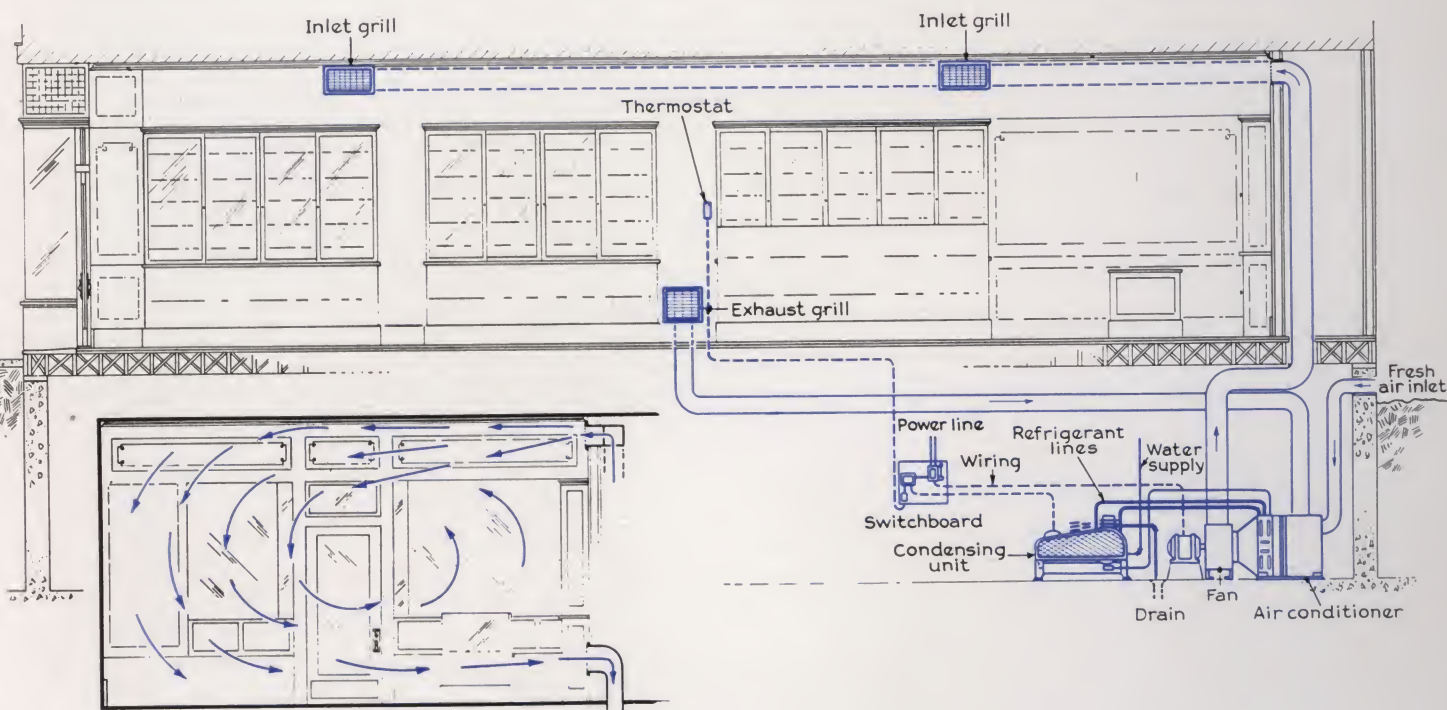
Things that are bought pleasantly stay sold. Much of the returned goods evil can be traced back to *tired shopping*. Things bought in desperation come back for credit.

G-E air conditioning reduces returned goods, customer complaints of inattention, and goes far to prevent touchiness in sales people and patrons. For that alone air conditioning would justify itself.

In many types of business air conditioning is not a luxury but a necessity. Basement stores are an example. So are restaurants, beauty parlors, tailoring shops, apparel shops where the customer must spend from an hour up to two or three hours—and in most of these cases in a booth or fitting room.

In many shops air conditioning is an important element in preventing merchandise damage or spoilage from dust and dirt and also from customer handling, especially in hot weather. In businesses as far apart as food and furniture the properly conditioned atmosphere provided by air conditioning reduces or prevents deterioration and merchandise damage.

Air conditioning equipment is being installed now by enterprising establishments of all types. It offers to the wide awake business a new, appealing and powerful trade magnet—a competitive device which is constructive in the fullest sense.



G-E Central Plant Air Conditioning System for Stores and Shops

Air Conditioning draws crowds to Night Clubs and Theatres—then keeps them happy



Night clubs used to do their big business in winter, but with G-E Air Conditioning dancing is a pleasure the year 'round.

A cool drink amidst cool surroundings. Let G-E Air Conditioning make your cocktail bar a popular rendezvous.



WHEN they play, people like to be in crowds. In the night club, the cocktail room or “continental bar,” the dine-and-dance restaurant, in the theatre, “a full house” adds to the enjoyment of everybody. Yet people also like to be comfortable—and G-E air conditioning enables them to be both crowded

and comfortable at the same time.

As a matter of fact, commercial air conditioning was first developed for theatres for summer cooling. A crowded theatre in winter needs little heating

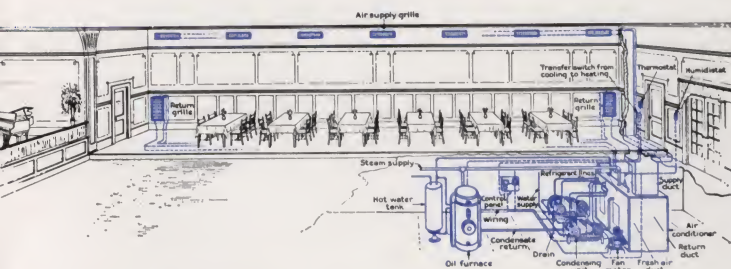
As a drawing card G-E Air Conditioning is almost as important as the show itself.



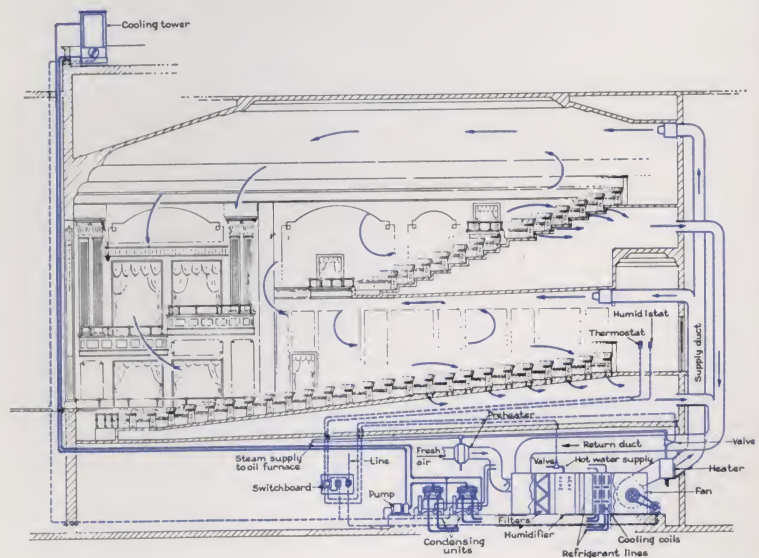
after the audience arrives — its chief need is ample ventilation. But in the summer time even the most powerful ventilation will not take care of human heat radiation — as the movie palaces discovered ten years or more ago.

G-E Air Conditioning for night clubs, theatres and auditoriums keeps even the

most crowded place cool and comfortable on the hottest, heaviest night. It enables the management to deliver what the patrons come for — a good time. As a drawing card G-E air conditioning is almost as important and as advertisable as the orchestra, the dance floor, the performers, or the show on the stage or screen.



G-E Year 'Round Central Plant Air Conditioning System for Restaurants, Night Clubs, Dining Rooms, etc.



G-E Air Conditioning System for Theatres, Auditoriums and Assembly Halls

Food Tastes Better and Checks Are Larger in Air Conditioned Restaurants and Cafeterias



G-E Store Coolers are proving a profitable investment in this attractive restaurant.



A G-E Room Cooler in a progressive restaurant, inconspicuously and quietly performing its duty of keeping patrons comfortable.

NO restaurant owner would have written "In the Good Old Summer Time." Even if he isn't a physiologist who knows that human beings not only do not eat but do not need as much food in warm and hot weather as they do in cool and cold seasons, the sales record tells him that the restaurant business falls off decisively when summer comes.

But G-E air conditioning is fighting the summer slump successfully for progressive restaurants and cafeterias in three ways:

More customers because people select the place where they know they will be comfortable;

Larger sales checks because a cool, air conditioned restaurant tempts appetites, and

Better Service because air conditioning keeps customers patient, waiters alert, neat and attentive, salads, butter, desserts and beverages fresh looking and tasting.

With G-E air conditioning built in, kitchen and dining room layout, and all elements of service are improved. Food odors do not pervade the dining room. All tables are comfortable—winter and summer.

All of these improvements brought about by modern air conditioning are reflected in increased business from satisfied customers. There is no surer way to prosperity in the catering field than customer appreciation.

G-E Air Conditioning means more and larger checks for the enterprising restaurateur. This is proved by statistics for air conditioned restaurants.



Apparel Shops Fight Shopping Fatigue This New Way



When women go a-shopping they seek out the cool, air conditioned place in which to try on hats and dresses.

Dust, dirt and damage to merchandise are reduced to a minimum in the store with G-E Air Conditioning.



THE specialty shop, especially when it features exclusive or advanced style or caters to a limited or an exacting clientele, needs every resource of modern atmosphere and service. The shop as well as the merchandise must have an air about it—both figuratively and literally.

As a matter of fact, metropolitan smart shops were among the first to discover the importance and value of air conditioning in making it easier to sell and satisfy customers.

The frock, the hat, the sports costume, the corset or lingerie prove more appealing when shown to a comfortable customer, winter or summer. In summer the cool shop tempts patrons to linger longer instead of deciding quickly to look around somewhere else.

The air conditioned shop has no problems with dust and dirt damage to merchandise in stock, and much less soiling because of perspiration and customer handling of light colored and delicate frocks.

Air Conditioning Increases Patronage in Beauty Shops

THE better beauty shops have long realized that their service, however important and desirable, is an ordeal for most of the patrons. Many an additional wave or facial or hair treatment would be bought if customer comfort could be brought about—or customer discomfort measurably reduced.

Especially in summer time when hair and skin need more treatments than in winter—but actually get less.

G-E Air Conditioning the year 'round, or G-E summer cooling brings a new deal for the beauty shop patron. In place of

an unmitigated ordeal of heat and humidity, air conditioning or summer cooling brings an entirely different and comfortable atmosphere for both patron and operator. Work is speeded up and improved, customers are more patient and better satisfied.

Air conditioning helps to keep the appointment book filled, customers are less exacting about what time they get and less insistent upon the services of a favorite operator, when they know that the shop offers a more modern, more comfortable service.

G-E Air Conditioning in the modern beauty shop helps keep the appointment book filled.



Customers Flock to Retail Stores That Are Summer Cooled



G-E Wall Mounted Room Coolers harmonize unobtrusively with the fixtures in the modern drug store and provide inviting comfort for patrons.

In the apparel shop G-E Air Conditioning helps customers make selections more quickly, makes them easier to please and enables your clerks to do a better selling job. In addition spoilage due to try-ons is reduced.



THE summer let-down is a fact in many businesses—but the explanation of it is largely a myth. There are never as many people out of town as some business men think. Human activity and desires do not vary as sales charts seem to show.

What does happen is this: People willing to buy postpone buying out of sheer disinclination to subject themselves to excessive and unnecessary discomfort in hot, smelly stores with tired, languid or irritable sales people.

Retail merchants who have provided summer cooling realize this is so and that sales come back to normal or show a marked increase after the installation of summer cooling equipment.

Drug stores where people know they can cool off externally as well as internally double their fountain business.

Tobacco shops find that men will walk at least a block or two for a cool store as well as a good smoke.

Groceries and meat markets find summer air conditioning a stimulus to prospective appetites and hence to sales. People prefer to shop comfortably.

Hat stores, haberdasheries, men's clothing stores with summer cooling find even the hottest days good business days—because men can be tempted to shop longer and are more amenable to the suggestion of additional items in a cool, comfortable store.

Air Conditioning Promotes Comfort in Modern Funeral Homes

Modern funeral parlors are finding G-E Air Conditioning a valuable aid to business in the chapel, the display room, the preparation room and the offices.



AT THE best the atmosphere of the funeral parlor or the funeral chapel is a trying one. Anything that will diminish the tension or help promote the comfort of those who attend services is highly desirable.

Air conditioning is a necessity in any funeral home that is up to date. It is necessary to remove the pungent odors of flowers and formaldehyde and other embalming fluids, which too often give even the best and most carefully maintained

institution a depressingly funereal air.

A cool, fresh air condition is a boon to those who attend funeral services, for they are usually solemnly and heavily dressed and more or less nervous. This nervousness tends to find an outlet in coughing or loud breathing.

In the G-E Air Conditioned funeral home services are less trying for everybody and the impression created by the comfortable, un-funereal freshness, is reflected in increased prestige for the mortician.

From now on
all truly
MODERN HOMES
must be
Air Conditioned



In the living room, the dining room and the bedroom of the modern home or apartment, G-E Air Conditioners provide a new kind of comfort for summer or year 'round.



Turn your basement into useful and attractive living quarters by installing a G-E Air Conditioning System. You can have conditioned air in the basement too, if you like.



THE home of the future is the air conditioned home—healthfully heated in winter, comfortably cooled in summer—a home in which there are never drafts or stuffiness, which is never too hot or too cold, never too dry or too humid.

For this new type of air conditioned home, G-E offers complete co-ordinated air conditioning equipment, engineered and manufactured by the General Electric Company.

A complete year 'round air conditioning



Comfortable furniture, and comfortable air produced by a G-E year 'round Air Conditioner, are fitting companions for the living room of the home or apartment.

system for the entire home is obviously a duct system built-in when the house is built. But for homes already built an efficient and highly satisfactory air conditioning system is easily obtainable at reasonable cost, in several different ways.

First, if the present heating system is a warm air system, G-E automatic heating and humidifying equipment and cooling

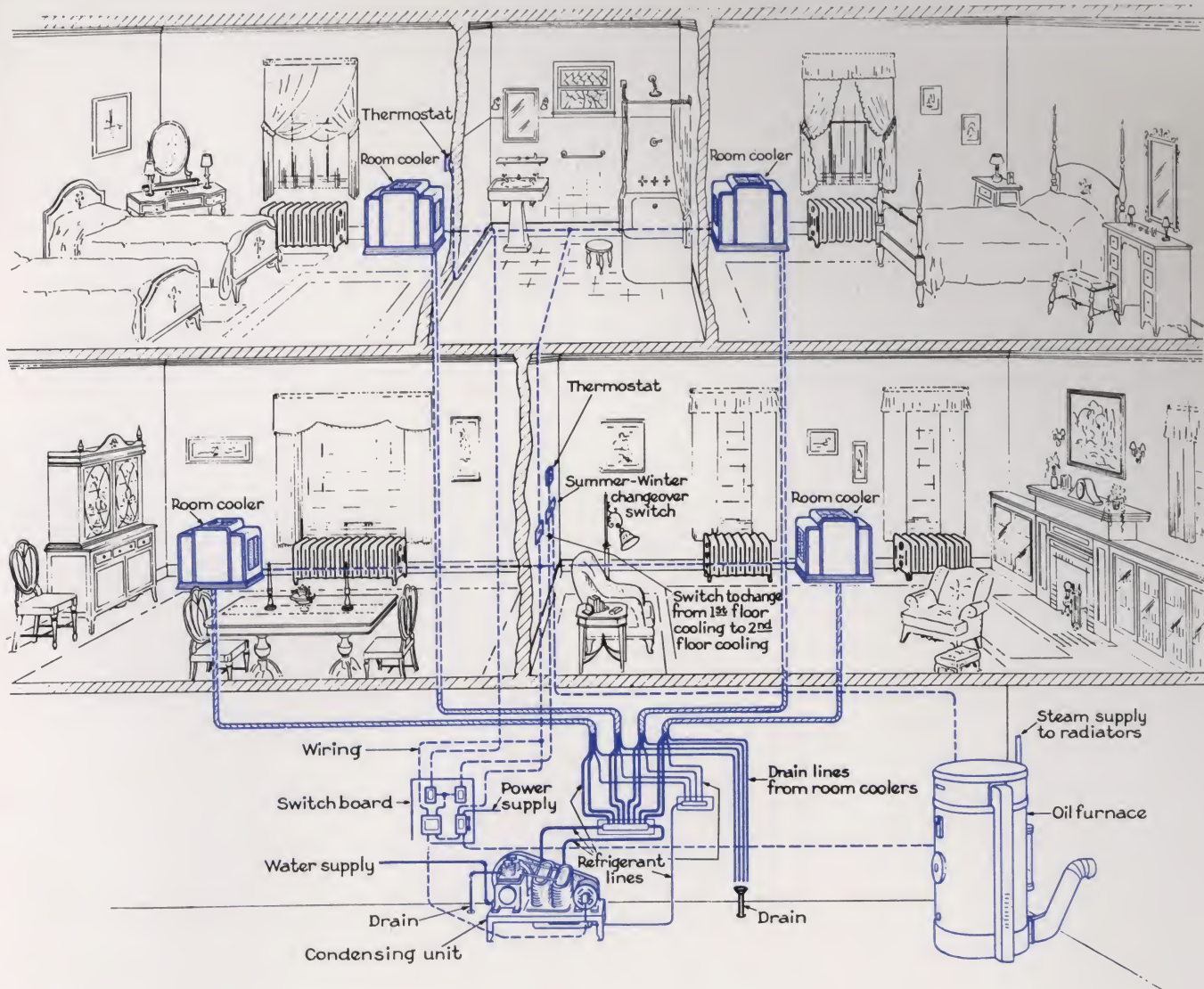
and de-humidifying equipment can be installed to use existing ducts.

Second, if the present heating system is steam or hot water, a G-E duct system can be installed for the first floor rooms, retaining the radiator system for the upper floors.

Third, G-E summer cooling or year 'round air conditioning units can be installed in the living room, bedrooms, or in



A—The G-E Oil Furnace. B—The G-E Air Conditioner. C—Domestic hot-water tank. D—Oil-storage tank. E—G-E Thermal Control. F—Humidistat. G—Supply Ducts. H—Return Ducts. I—Steam radiators.



Schematic diagram showing how G-E Room Coolers can be used to cool individual rooms in the home

additional rooms to maintain comfortable conditions either in summer or all of the time.

Thus General Electric Air Conditioning equipment is available for almost any requirement of summer, winter or year 'round service, complete or selective. G-E equipment is competently designed and intelligently applied. Trained field men

working with architect and owner assist in planning and then supervise every installation.

General Electric equipment also includes automatic oil burning or gas burning furnaces for modern automatic heating. Thousands of these furnaces have replaced obsolete furnaces and boilers in existing steam and hot water systems.

Ask to Help You Step into a Better World

WHETHER you seek a better world to live in, to work in, to do business in, G-E air conditioning is ready to provide it. Why not make your dream of better living, better working, better business a reality?

The first step is a survey of your home, your offices, your store, your business place, so that the G-E Air Conditioning representative can tell you definitely what equipment you need, how it can be most advantageously and economically placed, what it will cost to install and to operate,

and what it will bring you in pleasure, in profit, in security for your investment; how you can increase not only the pleasure but the value and salability of your home, not only the comfort of your office but your own earning power, not only the profit and prestige of your business but the security of your investment and the fruits of time and labor you have put into building your business.

With these facts, you will be in position to decide how much air conditioning really means to you—and how you can get it.

A survey costs you nothing
—It merely says “Show Me”

GENERAL ELECTRIC

AIR CONDITIONING PRODUCTS

CONDENSED SPECIFICATIONS

G-E Room Coolers and Air Conditioners

Type	Name	Air Circulation C.f.m.			Rating B.T.U./hr.		Fan H.P.	Humidifying lb./hr.	Dimensions—Inches			Remarks
		Ventilation	Recirculation	Total	Heating	Cooling-Dehum.*			Length	Height	Depth	
FR-1	Unit Room Air Conditioner	100	130	230	13000	8,400	1/60	1.8	63	39 $\frac{1}{4}$	14 $\frac{3}{8}$	Self-Contained
AD-3	Room Air Conditioner	100	130	230	13000	7,600	1/60	1.8	36 $\frac{5}{8}$	39 $\frac{1}{4}$	14 $\frac{3}{8}$	Floor Mounted
AD-4	Room Air Conditioner	200	250	450	21000	14,500	1/30	3.0	50 $\frac{5}{8}$	39 $\frac{1}{4}$	14 $\frac{3}{8}$	Floor Mounted
FC-1	Portable Room Cooler	200	200	4,700	1/200	...	40 $\frac{1}{2}$	37 $\frac{1}{4}$	13 $\frac{7}{8}$	Self-Contained
AG-1	Room Cooler	475	475	7,400	1/100	...	31	31 $\frac{1}{2}$	17 $\frac{1}{2}$	Floor Mounted
AG-2	Room Cooler	475	475	14,800	1/100	...	31	31 $\frac{1}{2}$	17 $\frac{1}{2}$	Floor Mounted
AG-4	Room Cooler	475	475	14,800	1/100	...	29 $\frac{1}{2}$	24 $\frac{1}{8}$	16 $\frac{7}{8}$	Wall Mounted
AG-12	Store Cooler**	1200	1200	30,000	1/20&1/10	...	38	22	24	Suspended

*Cooling and Dehumidifying ratings are based on the following conditions: Entering air dry-bulb temperature 80°. Entering air wet-bulb temperature 67°. Average refrigerant temperature 32°F. Power supply 60 cycles A. C., or D. C. The type AD and AG Units are also available for using chilled water as the cooling medium.

**The Store Cooler is available for free air delivery and duct delivery and can be used for ventilation air delivery.

G-E Air Conditioning Condensing Units

(Refrigerant—Freon)

Type	Motor H.P.	Cooling Medium	Rating* B.T.U./hr.	Dimensions—Inches		
				Length	Width	Height
CM-5A	1 $\frac{1}{2}$	Air	13,300	36	22 $\frac{9}{16}$	29 $\frac{7}{16}$
CM-6A	2	Air	14,700	36 $\frac{3}{8}$	23 $\frac{7}{8}$	31 $\frac{3}{8}$
CM-5W	1	Water	10,500	35 $\frac{3}{4}$	16 $\frac{5}{16}$	24 $\frac{1}{16}$
CM-5W	1 $\frac{1}{2}$	Water	14,900	39	17 $\frac{1}{4}$	28 $\frac{1}{2}$
CM-6W	2	Water	16,000	39 $\frac{3}{8}$	21 $\frac{3}{8}$	31 $\frac{3}{8}$
CM-8W	3	Water	33,200	48	23 $\frac{15}{16}$	30 $\frac{11}{32}$
CM-8W	5	Water	54,500	48	26 $\frac{11}{32}$	30 $\frac{11}{32}$
CM-9W	7 $\frac{1}{2}$	Water	79,500	63 $\frac{3}{4}$	33 $\frac{13}{16}$	31 $\frac{11}{16}$
CM-9W	10	Water	103,000	63 $\frac{3}{4}$	34 $\frac{3}{8}$	31 $\frac{11}{16}$
CM-10W	15	Water	136,000	70 $\frac{5}{8}$	36 $\frac{1}{16}$	39 $\frac{1}{2}$
CM-10W	20	Water	170,000	70 $\frac{5}{8}$	39 $\frac{1}{4}$	39 $\frac{1}{2}$

*Ratings vary with operating conditions. Above ratings are given under following conditions: Air Cooled—Cooling air temperature 90° F.; Evaporator refrigerant temperature 40°F. Water Cooled—Cooling water temperature 80°F. except for CM-8W—3 H.P. unit, whose rating is based on 70°F. water temperature; evaporator temperature 40°F.

G-E Gas Furnace

For Steam Heating, Hot Water Heating and Vapor Heating Systems. Also Used with G-E Air Conditioner Type AA-3. Adaptable for both Manufactured and Natural Gas.

Type	Dimensions—Inches			Rating*	
	Height	Width	Depth	Sq. Ft. Steam	Sq. Ft. Hot Water
RM-23	42	24	27	320	510
RM-24	42	24	30 $\frac{3}{4}$	480	770
RM-25	42	24	34 $\frac{1}{2}$	640	1020
RM-26	42	24	38 $\frac{1}{4}$	800	1280
RK-43	53 $\frac{3}{4}$	40	32 $\frac{3}{4}$	660	1060
RK-54	53 $\frac{3}{4}$	40	36 $\frac{7}{8}$	880	1410
RK-65	53 $\frac{3}{4}$	40	41	1100	1760
RK-76	53 $\frac{3}{4}$	40	45 $\frac{1}{8}$	1320	2110
RK-87	53 $\frac{3}{4}$	40	49 $\frac{1}{4}$	1540	2460
RK-98	53 $\frac{3}{4}$	40	53 $\frac{3}{8}$	1760	2820
CK(Com)	14 Commercial Sizes			1980 to 9680	3170 to 15610

*Ratings based on 240 B.T.U. per sq. ft. for steam radiation and 150 B.T.U. per sq. ft. for hot water radiation.

G-E Oil Furnace

For Steam Heating, Hot Water Heating and Low Pressure Vapor Heating Systems. Also used with the G-E Air Conditioner Type AA-3.

Type	Rating* B.T.U./hr.	Domestic Hot Water** Gal. Per Day	Max. Oil Rate Gal. Per Hr.	Dimensions—Inches		
				Height	Width	Depth
LA-4	133,000	175 to 400	1.25	62 $\frac{9}{16}$	35	42 $\frac{1}{8}$
LA-5	275,000	175 to 400	2.50	67 $\frac{3}{16}$	37 $\frac{1}{8}$	50 $\frac{3}{4}$

*Maximum output at boiler outlet.

**Rating depending upon size and position of storage tank.

G-E Air Conditioner Type AA-3

Dimensions: Height 81 $\frac{3}{4}$ ", Width 28 $\frac{7}{8}$ ", Depth 32 $\frac{3}{4}$ "

Pulley Diam. Inches	Volume of Air C.f.m.	Rating**		
		Heating B.T.U./hr.	Humidifying*	Max. Cooling B.T.U./hr.
3.0	1600	130,000	12.5	56,800
2.6	1400	115,000	10.9	53,500
2.4	1200	100,000	9.0	49,800

*Humidification expressed in lbs. per hour.

**Cooling rating given on same basis as for Room Coolers.

G-E Air Conditioner For Winter Type AC-1

Dimensions: Height, 29 $\frac{1}{8}$ "; Width, 28 $\frac{3}{16}$ "; Depth, 20 $\frac{7}{16}$ "
Humidifying: 8 $\frac{1}{2}$ lbs. per hr.—190° boiler water temperature.

Filtering: Type—Pre-oxidized steel wool, area—2 sq. ft.

Air Circulation: 400 c.f.m.

Fan Motor: 1/50 H.P., 1050 rpm.

G-E Air Circulator Type HV-1

Dimensions: Height, 48 $\frac{1}{2}$ " maximum; Width, 27 $\frac{5}{8}$ "; Depth, 15 $\frac{1}{8}$ ".
Motor size, $\frac{1}{8}$ H.P.

Power Consumption: 200 watts. Type Fan—Special G-E aphonic pressure. Fan Capacity—2600 c.f.m., free delivery.



General Electric Air Conditioning